Amendments to the Drawings:

The attached sheets of drawings includes changes to Figs. 1, 4 and 13. These sheets replace the original sheets including Figs. 1, 4 and 13.

In these Figures, spelling errors in the words "INFORMATION", "RESPONSES", "SERVER" and "CONTENTS" are corrected, as shown in the annotated sheets in red.

Attachment: Replacement Sheets and Annotated Sheets Showing Changes

II. REMARKS

A. Introduction

In this Office Action claims 1-15 are noted as pending and are rejected based on prior art.

In summary of this Response, independent claims 1 and 11-15 are amended, and remarks are provided.

B. Rejection of Claims 1-15 Under 35 U.S.C. §102

These claims have been rejected as being anticipated by Scroggie et al., U.S. Patent No. 5,970,469. The Office Action indicates that this reference discloses, among other recited features of independent claims 1, 12, 14 and 15:

> transmitting said advertisement information to a terminal, which is connected via said network in response to a request from said terminal (see column 5, line 60 - column 6, line 15; column 10, lines 5-30);
> storing said coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal (see column 4, lines 34-50)

In response thereto, it is respectfully submitted that the present invention, as recited by amended claims 1-15, was not anticipated by the cited prior art for the following reasons.

Independent Claims 1, 11, 14 and 15 have been amended to recite:

> transmitting said advertisement information to a terminal which is connected via said network in response to a request from said terminal, and as an immediate consequence of said transmitting, storing said coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal

This amendment emphasizes that the storing of coupon information occurs as an immediate consequence of transmission of the advertisement information. That is, the present invention stores coupon information that has previously been associated with an advertisement, without asking the customer about his/her preference or whatever. Independent claims 12 and 13 have been similarly amended. Support is found, e.g., at page 14, lines 19-25, page 59, lines 13-17, page 16, lines 16-25, page 17, lines 24-27, page 3, lines 14-18, page 4, lines 3-7, page 9, lines 3-8, page 34, lines 8-24, page 12, lines 9-15, page 7, lines 10-20, and FIGS. 1 and 4.

According to Scroggie et al., on the other hand, a main site (20, 22) sends a plurality of incentive offers (24) to a customer, and receives incentive offer selection data from the customer (See, for example, Summary of the Invention, Col. 1, lines 49-55 and Col. 3, lines 4-7). This

means that the central site requires the customer to explicitly designate which incentive offer, of the plurality sent, he/she would like to exercise. See, e.g., Col. 3, lines 7-9, Col. 5, lines 63-67, and Col. 7, lines 53-62.

Even particular to the passage at Col. 4, lines 34-50 relied upon by the Examiner in relation to the "storing" step previously recited, same appears to relate merely to whether the customer supplies his/her ID number and, if so, focused incentives are provided and, if not, no incentives are provided. This passage does not even appear to be particularly relevant to storing coupon information, and certainly not storing same as an immediate consequence of said "transmitting" step, as now recited.

III. CONCLUSION

In light of the above amendments and remarks, it is respectfully submitted that claims 1-15 are now in condition for allowance.

If there are any additional fees associated with this Response, please charge same to our Deposit Account No. 19-3935.

Finally, if there are any formal matters remaining after this Response, the undersigned would appreciate a telephone conference with the Examiner to attend to these matters.

Respectfully submitted,

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Date: 3/23/06

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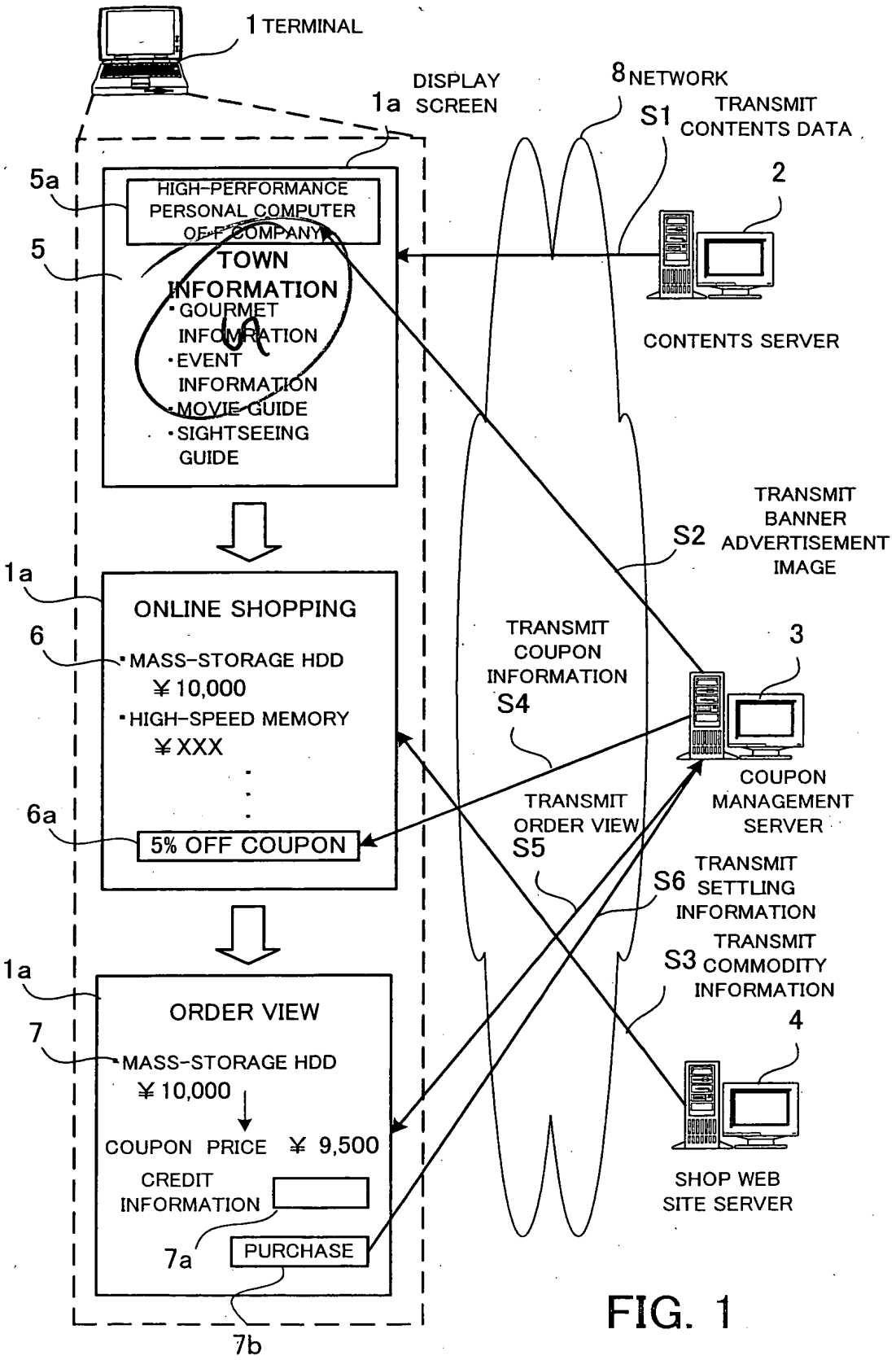

FIG. 1

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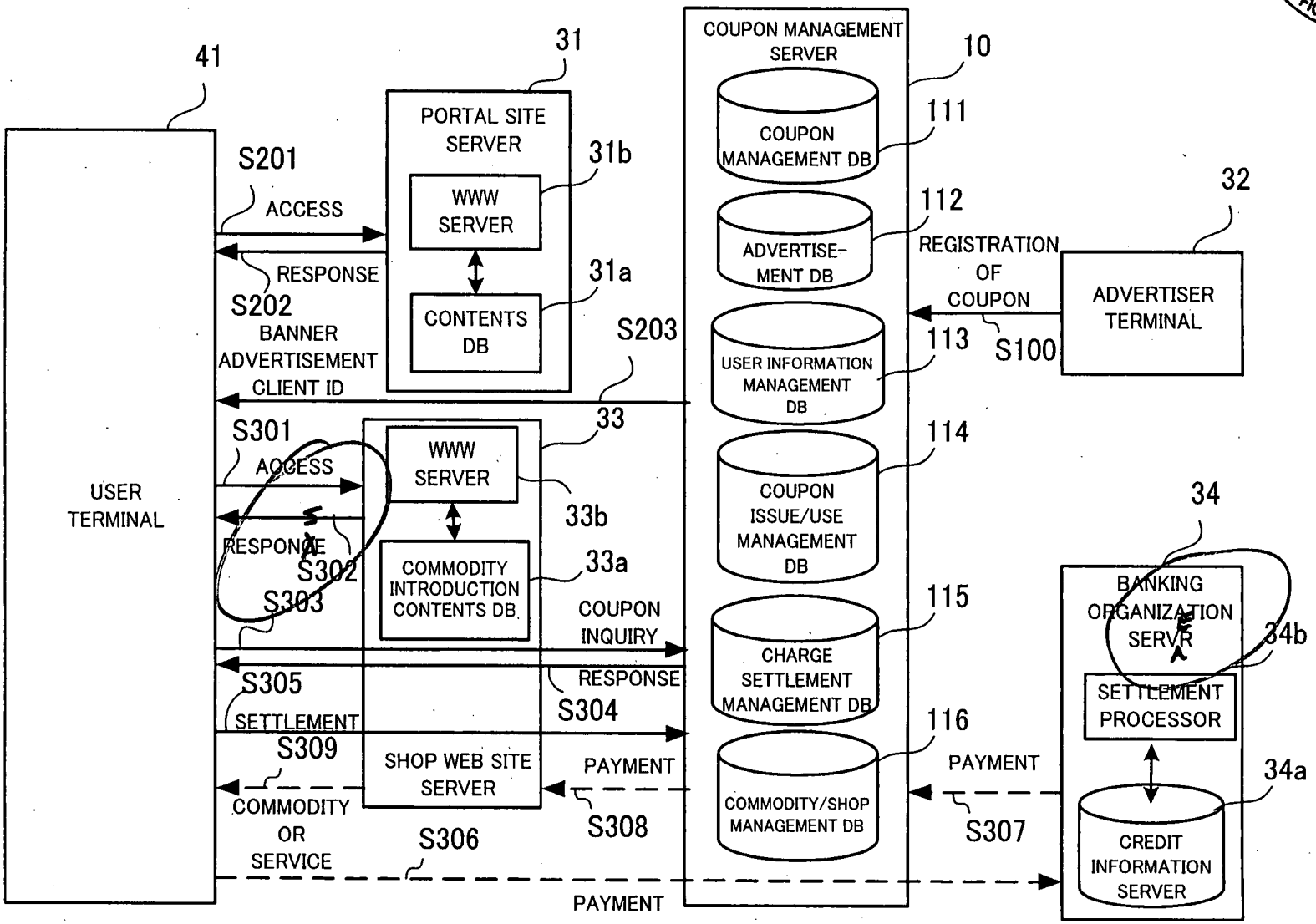

FIG. 4

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FLOW: COUPON ISSUANCE

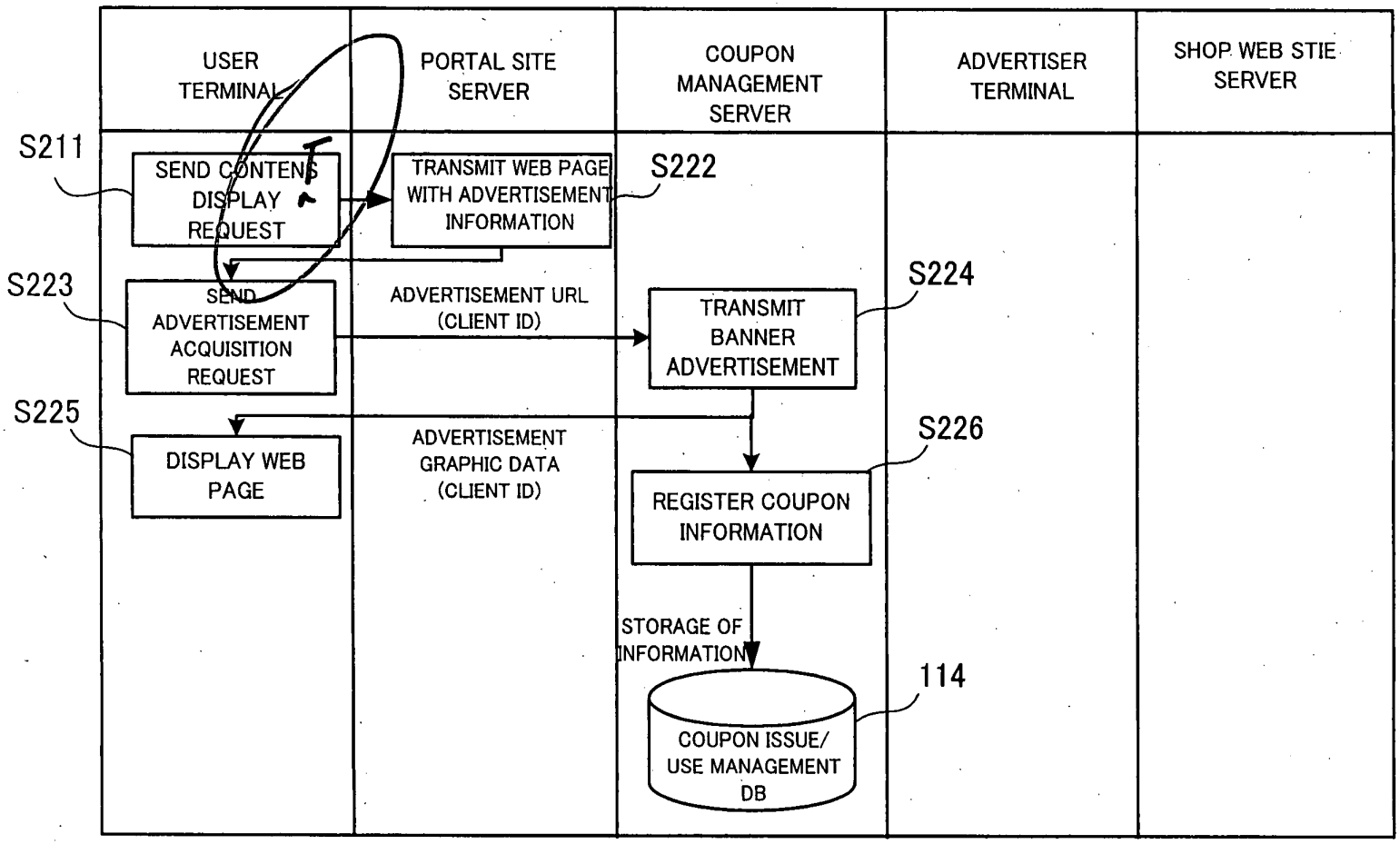

FIG.13